

Healthier Lives Pledge

Wirral Residents live Healthier Lives

We want all of our residents to have a
good quality of life and live healthy lifestyles
in clean and safe environments

Progress Update

CABINET/SLT – June 2018

THE WIRRAL PLAN:

WIRRAL RESIDENTS LIVE HEALTHIER LIVES

20 PLEDGES FOR 2020

"We are setting out a plan to bring about real change - not just about what can be achieved, but in the manner in which we will deliver it."


Cllr Phil Davies, Leader of Wirral Council

Councillor Chris Jones
Julie Webster

PLEDGE- WHAT WE SAID

We remain committed to addressing health inequalities in Wirral through encouraging residents to lead healthier lifestyles, and promoting physical activity and healthy eating. We will also continue to reduce the prevalence of smoking amongst our residents and the levels of alcohol related ill-health and anti-social behaviour through restricting availability of 'super strength' alcohol. We want to see 30% of Wirral's off-licenses retailers sign up to the council-supported "reduce the strength" campaign.

WHAT WE DID

KEY ACHIEVEMENTS

- We're delighted to report that smoking prevalence has reduced from 18.9% to 15.7% which is more than double the improvement of the National average.
- The proportion of women smoking at time of delivery has also reduced from 13.9% at the start of the plan to 12.0% and is improving at a much faster rate than the national average.
- The number of admissions to hospital for alcohol related conditions per 100,000 population has improved from last year (901 to 889).
- 83 retail outlets are now complying with the "Reducing the Strength" project criteria which means that Super Strength Lager/Cider is no longer being sold in Birkenhead Town Centre
- This year we've helped 418 more people to lose weight than last year. A total of 1971 people were helped to lose weight compared to 1553 last year.
- The Ask Us Wirral service has been successfully supported over 50,000 residents, 18,000 more than predicted.

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| PLEDGE- WHAT WE SAID | Priority 01: Reduce the number of people who smoke in Wirral | |
|----------------------------|---|--|
| WHAT WE DID | WHAT WE'VE DONE | WHAT WE'LL DO NEXT |
| | <ul style="list-style-type: none"> Trading Standards conducted 8 tobacco test purchase exercises this year with 46 premises visited by the team of young volunteers resulting in 6 sales taken place. Training sessions were provided to increase compliance with a total of 60 attendees. A Facebook and Twitter presence has been developed to encourage reporting or under age and illicit sales of tobacco. Wagtail (detection dogs for illegal tobacco) promotional days were well attended with a lot of information being passed out into the community and also intelligence fed back. One wagtail day of enforcement action was held on 22 August 2017 with 5 premises visited resulting in two seizures. During 2017-18, 1341 smokers accessing the specialist stop smoking service were still quit at 4 weeks. This is a significant improvement in performance compared to previous years. The majority of those accessing the service are by self-referral, followed by those referred by GPs. Those with a diagnosed mental health problem remain a high proportion of the clientele. | <ul style="list-style-type: none"> We will continue to support the successful delivery of Wirral's Tobacco Strategy to reduce the number of people who smoke in Wirral. |

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CASE STUDY – STOPPING SMOKING

Rachel is a young single parent whose prime motivator to stop smoking was a recent hospital admission for a pneumothorax. She realised she needed to remain healthy for her children. Post hospital discharge her GP referred her to ABL Wirral. Prior to being admitted to hospital she had received training in preparation to become a Foster Carer. It was during this, she became aware of the problems caused by second-hand smoke and the need to quit to protect not only her own children but those in her care. However, she reports never to have smoked in-front of them. Although she admits to a number of previous half-hearted, unsupported quit attempts on her on her own, using minimal NRT, her commitment to this attempt has been sincere. She has attended one to one sessions with her advisor and has used medication effectively. Even though she has had additional, external pressures during her quitting journey she has not smoked for 9 weeks. She has become a connective carer and guardian of a young boy.

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| PLEDGE- WHAT WE SAID | Priority 02: Reduce the impact of alcohol misuse on individuals and communities | |
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| WHAT WE DID | <p>WHAT WE'VE DONE</p> <p>The “Drink Less, Enjoy More” campaign successfully reduced the number of bars included in the project found to be serving “drunks”, from 90%(18) to 35% (7). The project has been aimed at the 20 bars and pubs across Wirral where the most incidents of alcohol related disturbance and violence have occurred.</p> <p>83 retail outlets are now complying with the “Reducing the Strength” project criteria which means that Super Strength Lager/Cider is no longer being sold in Birkenhead Town Centre. The scheme is now being spread out to new areas, including Rock Ferry, New Ferry, Seacombe and Poulton.</p> <p>Retailers are also becoming agents for harm reduction in their communities by offering “Identification and Brief Advice” to customers they have concerns about regarding their alcohol abuse. 41 businesses have attended “Custodian” training , with 68 people from local businesses taking part. This scheme has been delivered in partnership involving, Licensing, Trading Standards, Police and Wirral Ways to Recovery.</p> <p>Latest figures show that 1,300 people accessed specialist alcohol treatment with Wirral Ways to Recovery in the 12 months up to Feb 2018. Nearly half of these were new presentations to treatment. To continue this improved performance the service is progressing in its implementation of its Primary Care Partnership plan, to improve its joint working with GP practices.</p> <p>In the year up to February 2018, 12,950 alcohol audits were delivered in Wirral. This figure is also steadily increasing and represents a significant and sustained delivery of the alcohol awareness and harm reduction message.</p> | <p>WHAT WE'LL DO NEXT</p> <ul style="list-style-type: none"> • We will continue to support the successful delivery of Wirral’s Alcohol Strategy to reduce the impact of alcohol misuse on individuals and communities. |

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CASE STUDY – REDUCING THE STRENGTH SCHEME

The Reducing the Strength scheme is a partnership between Wirral Council's environmental health, trading standards and public health teams, working with the Wirral Ways To Recovery service which aims to reduce the harm caused by super-strength alcohol in Wirral.

The scheme has directly signed up 83 businesses and 46 affiliates and consequently alcohol related assaults attending Arrowe Park Hospital fell by nearly 30%.

At the hub of Reducing the Strength activity, Birkenhead Centre, there were 361 assaults in 2014-15.

As the scheme took effect across 2015-16, the number of assaults fell to 286 and remained under 300 across 2016-17.

The Reducing the Strength scheme, working with our partners initiatives through the Town Centre Forum, has made a significant contribution to the steady reduction of Anti-Social Behaviour in Birkenhead Town Centre.

In November 2017 the scheme was judged best in country with the Chartered Institute of Environmental Health presenting the Reducing the Strength and Custodians scheme it's Best Project Award.

"It was an excellent submission, highlighting a very well planned, executed and evaluated public health initiative. All those involved are to be congratulated."

- Chartered Institute of Environmental Health



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| PLEDGE- WHAT WE SAID | Priority 03: Increase the number of people with a healthy weight in the borough | |
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| WHAT WE DID | WHAT WE'VE DONE | WHAT WE'LL DO NEXT |
| | <ul style="list-style-type: none"> • Two weaning groups were piloted in West Wirral and Wallasey to provide advice and support for parents around healthy weaning. • A weight management offer for pregnant women was launched and a breast start app was promoted with support groups, including peer support running to encourage continued breastfeeding. • Working on partnership with the 0-19 service and children's centres we're delivering healthy eating/lifestyles displays within the children's centres and healthy child clinics. • Commissioned a cost effective weight management services which is delivering improved outcomes. • The Better Food Wirral brand has been developed into a social media platform designed to engage followers via Instagram and Twitter on topics such as food, fitness and wellbeing. | <ul style="list-style-type: none"> • A notice of motion with regard to action to tackle obesity has been agreed for action by LCR portfolio holders for Health and Wellbeing and will be presented to Council in the summer. • Scoping work on 'Physical Activity, Healthy Eating and Healthier Weight: a toolkit for employers' has recently started, with the aim of promoting this work with local businesses • Work is underway to progress the 'Physical activity in primary care' pilots • Wirral Council and Wirral CCG have agreed to develop an integrated pathway for weight management services. |



Tweets **856** Following **778** Followers **1,136** Likes **232**

Better Food Wirral

@BetrFoodWirral

Living well on the Wirral.

Wirral

betterfoodwirral.uk

Tweets Tweets & replies Media



Better Food Wirral @BetrFoodWirral · Mar 27
There's a new diet taking the fitness world by storm warning it's only meant to be temporary as it's very r out? ow.ly/Jqdx30j4zR1 📸 Guy Gourmet @MensHe

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| PLEDGE- WHAT WE SAID | Priority 04: Support people to take more control of their health and wellbeing | |
|-------------------------|--|---|
| | WHAT WE'VE DONE | WHAT WE'LL DO NEXT |
| | <ul style="list-style-type: none"> 57,811 people accessed Ask Us Wirral for information and advice against a target for the year of 32,000. Over 38,000 people have self triaged online for the service. The strength of this service is it's volunteer base. The service continues to be delivered in over 25 locations including Arrowe Park hospital, GP surgeries, One Stop Shops, community hubs in Wallasey and Birkenhead and Community venues. Connect Us began door knocking in March 17. From April '17 to March '18) 30,644 doors have been knocked on and 7204 people spoken to. 1415 people have engaged with the programme, 56% of whom are ESA claimants . 62% of people are reporting an improvement in their wellbeing at a three month review and 52% are maintaining this at six months 140 individuals are currently registered on the Move On UP project in 17/18 against a target for the year of 93. 44% of those people registered are residing in the constituency of Birkenhead. 49% of people are currently reporting an improvement in their wellbeing at 3 month review with 79% sustaining this improvement at six months. Spider have recently been awarded the Liverpool City Region Community Music & Arts Awards 2018 for the project. | <ul style="list-style-type: none"> We'll provide support, information and advice to vulnerable residents and/or people with low level mental health issues to encourage independence and self-management. We'll raise awareness and encourage take up of the behaviours associated with the Five Ways to Wellbeing. We'll promote digital options e.g. "Best You" to encourage independence and self-management. |

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CASE STUDY – Westbourne Avenue Good Neighbourhood Day

The Connect Us programme, which aims to increase residents' connections within their communities and target health-related worklessness, organised **The Westbourne Avenue Good Neighbourhood Day** in partnership with Wirral Council's Healthy Homes and The Wezzy Gardens Resident Association.

The agencies that attended the event ranged from ReachOut, Energy Projects Plus, The Fire Service, Merseyside Police, Liverpool Housing Trust, Jigsaw Project, Kontaktabus as well as representation from the 'Love Where You Live' campaign.

Door knocking to engage local residents to ask them about their concerns, aspirations for the area and to promote the good neighbour scheme were the main purposes of the event.



OUTCOMES

As a direct result of the Good Neighbourhood Day, the community are now actively involved with the 'Love Where You Live Campaign' and Kontaktabus are attending regularly to engage with younger people in the area.

One of the Community members who we discussed the good neighbour scheme with also asked Connect Us about help for her 21 year old grandson who lives with her. They arranged for an appointment with her grandson who disclosed that he felt extremely isolated as a result of low self-esteem. After linking in with Connect Us and ReachOut, within one month of the event he was working in paid employment.

17 Good Neighbour stickers were also accepted during the door knocking period.

Free energy efficiency measures

Good Neighbour schemes

Wirral Council's Healthy Homes

Free Home Fire Safety Checks

Litterpicking

Fill the skips!

Kontaktabus

Merseyside Police

FRIDAY 5TH JANUARY 2018

GOOD NEIGHBOURHOOD DAY

WORKING TOGETHER BECAUSE YOUR NEIGHBOURHOOD MATTERS

Working together, works!

A NUMBER OF SKIPS, SERVICES AND AGENCIES WILL BE IN THE WESTBOURNE ROAD AREA ON FRIDAY 5TH JAN TO HELP MAKE A DIFFERENCE TO YOUR NEIGHBOURHOOD. COME AND HAVE A CHAT AND A CUPPA ON THE KONTACTABUS OR HAVE A DOORSTEP CHAT WHEN WE CALL!

3 SKIPS ARE AVAILABLE TO HELP REDUCE FLY TIPPING AND HELP YOU UNLOAD YOUR UNWANTED ITEMS

Brought together by Wezzy Gardens Residents Association (find us on Facebook)

Wirral Council's Healthy Homes 0151 691 804
www.wirral.gov.uk

Connect Us' Community Connections 0151 244 4536
www.kontaktabus@wirral.gov.uk

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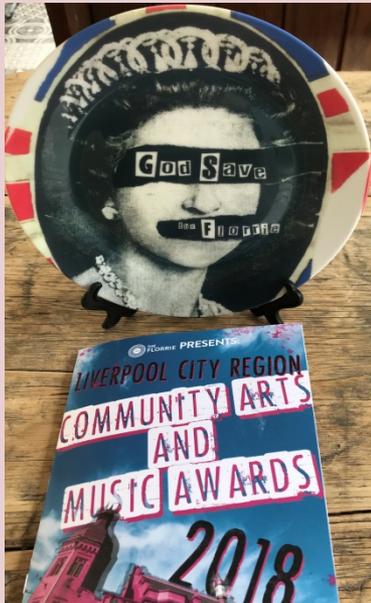
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CASE STUDY – Move on UP



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| | WHAT WE'VE DONE | WHAT WE'LL DO NEXT |
| | <ul style="list-style-type: none">• All five general practices involve in the Beacon Practice Blood pressure scheme have all shown significantly higher performance on NICE quality standards than practices outside the scheme.• 20 leisure service staff have trained in testing blood pressure. They have been provided with equipment to implement regular testing within their centres• Over 3,000 members of the public were given blood pressure checks (outside of general practice) via various community events last year. Of those, approximately 25% had a result that was higher than average and 3-5% has a result that warranted urgent medical advice. | <ul style="list-style-type: none">• More frontline staff will be trained over the coming months.• Further community testing events will take place throughout the Spring and Summer. These will include DWP, Morrisons Supermarket, Bromborough trading estate 'Men Who Drive', Tranmere Rovers, Wirral Libraries• Training events (updates in clinical guidelines on hypertension etc.) have been delivered to Wirral practice nurses. GP and further PN events are scheduled over the next 2 months. |

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CASE STUDY – BLOOD PRESSURE

52 year old male tested via community event last year. Blood pressure was 170/90 (i.e. high). He had been completely unaware of his high blood pressure. He was advised to see a nurse and he went on to have a full NHS Healthcheck. He is now on treatment to control his blood pressure, has joined a gym and lost weight. His blood pressure on re-test (at another of our community events!) is now 135/77 (normal)

QUESTIONS AND DISCUSSION